Hearth, Patio & Barbecue Expo 2015
HPBExpo
MARCH 4-7, 2015
MUSIC CITY CENTER
NASHVILLE, TN
HPBExpo.com

EXHIBITOR BULLETIN
Your source for Expo 2015 news and information.

Nov/December, 2014
Issue 4

Show Guide Deadline Approaching

The deadline for digital booth changes to appear in our printed Show Guide is coming up after the holidays on **January 7**.

Exhibitors are responsible for entering digital booth details. Information from past shows often does not carry over to the new digital booth, so be sure to login and enter/update all of your information.

The digital booth is a complimentary feature in which exhibitors can promote products, brands, and press releases, add logos and photos, and more. Attendees will see all of this information when they view the interactive floor plan posted online at www.hpbexpo.com.

Business card information, product categories, company profiles and URLs, brand lists, and company contacts will be pulled from this online listing and used for our printed Show Guide, distributed onsite in Nashville. If this information is missing from your digital booth, you will miss out on exposure in the printed Show Guide.

Go to http://bit.ly/15HPBexlogin

(URL is case-sensitive)

Choose your company's exhibit name then enter your password (Company ID# as indicated in past communications).

Happy Holidays

HPBExpo Show Management wishes you and yours a very merry holiday and a happy new year!

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NEW PRODUCT PAVILION DEADLINE FOR SHOW GUIDE

The New Product Pavilion is back for HPBExpo 2015 and space is still available.

Entries received by **January 5** will be showcased in the printed Show Guide, distributed onsite in Nashville.

Space will be sold on a first-come, first-served basis and is available in 3x3 table top, 3x6 table top, or freestanding floor space (size varies). See the enclosed flyer for pricing and rules.

Each product displayed in the New Product Pavilion will be an eligible entry for the 2015 Attendees Choice Awards for either Hearth or Outdoor Living categories.

In addition to the Pavilion product display, companies are required to display the entered product within in their booth.

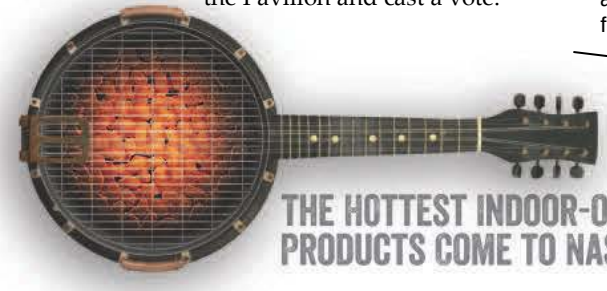
"New Product Entry" pennants will be provided for products displayed within the booth space to remind attendees to visit the Pavilion and cast a vote.

BADGES & HOUSING

See the enclosed flyers for badge registration and housing reminders.

Reserve housing by January 5 to be awarded additional priority points for 2016 booth selection!

Hearth, Patio & Barbecue Association
1901 North Moore Street, Suite 600, Arlington, Va. 22209
Phone: (703) 522-0086 Fax: (703) 522-0548



THE HOTTEST INDOOR-OUTDOOR LIFESTYLE PRODUCTS COME TO NASHVILLE IN 2015.

Hearth, Patio & Barbecue Association
1901 North Moore St.
Ste. 600
Arlington, VA 22209

Amy Jackson,
Exhibits Manager
amyjackson@hpba.org

www.hpbexpo.com

INDOOR & OUTDOOR BURNING FORMS DUE BY DECEMBER 31

Exhibitors requesting to burn appliances at HPBExpo 2015 must complete and return the enclosed form(s) by **December 31, 2014.**

Indoor requests for natural gas will not be approved for outdoor appliances, any appliances that are not placed within the designated burn areas, or for more appliances than allowed as per the HPBExpo 2015 Rules and Regulations.

Indoor exhibitors may request to burn alcohol-fueled appliances; however, must supply their own fuel.

Outdoor exhibitors must complete the enclosed form to include all burning appliances and fuels. HPBA will supply propane, pellets and charcoal, free of charge, to those exhibitors submitting their form by **December 31**.

Additional Indoor and Outdoor burning requirements are available online at http://hpbexpo.com/exhibit/exhibiting-rules-regulations/ as well as in the online Exhibitor Service Manual.

EXHIBITOR SERVICE MANUAL AVAILBLE ONLINE

The HPBExpo 2015 Exhibitor Service Manual is now available online, accessible at http://hpbexpo.com/exhibit/exhibitor-service-manual/.

All exhibitors need to review the complete manual. Click on the "Review Exhibitor Service Manual Now" link on the above page and you will be taken to Freeman Online, where the ESM is housed. There, in the upper left corner you will click on the drop-down menu and choose "Forms & Brochures". This link will outline every document for the ESM, divided into appropriate sections. View, download, and print select documents, or the entire manual. Please note that some documents require exhibitors to sign in with a Freeman Online user name and password. If you do not already have an account with Freeman Online, one can be created by clicking on "Login" in the upper right corner of the page, then go to "Not Registered?" and "Click Here to Register".

Enclosed in this Bulletin is a copy of the ESM Table of Contents for a quick review of what information and order forms are available.

Please note that Freeman's online discount deadline is **February 9, 2015.**

Be sure to check order forms from other approved vendors for their deadlines.

MOVE-IN & MATERIAL HANDLING NOTICE

All shipments received (warehouse/convention center/outdoor burn) will incur a material handling fee by our general contractor, Freeman. Exhibit materials that can be hand-carried in one trip by the exhibitor will not incur material handling fees. Dollies, hand trucks, or other means of wheeled transport are not permitted for hand-carry. Cars, mini-vans, small pick-up trucks, full-size vans, and large pick-up trucks requiring use of the dock area will be unloaded by Freeman for per-vehicle-load fee. Vehicles larger than a large pick-up truck, including those with trailers, will be unloaded at the main dock at the published per hundred weight rates (posted in the Service Manual). Tutorials for Material Handling and Minimizing Expenses are both available online at www.freemanco.com/MatHand & www.freemanco.com/MinExp.

The Freeman Warehouse deadline is **February 23, 2015.**

Exhibitors delivering directly to the show-site must follow the move-in schedule outlined in the Exhibitor Service Manual.

HPBA Membership Reminder

- Exhibitors are reminded to renew or join membership with HPBA by January 5, 2015 to maintain the member exhibit rate. www.hpba.org

Marketing Tools

Visit www.hpbexpo.com/exhibit/marketing to review all of the Marketing Tools available to exhibitors.

Exhibitor listings, Sponsorships & Advertising, and External Marketing options are all outlined here.

Be sure to take advantage of the complimentary "Invite A Customer" email marketing campaign as well as the Company Website Widget – both accessible on this page.

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New Product Pavilion & Attendees Choice Awards

NEW PRODUCT PAVILION

Product registrations for the New Product Pavilion can be entered online at http://www.hpbexpo.com – click on Exhibitors and New Product/Attendees Choice Entry

Products must be NEW (introduced to market AFTER HPBExpo 2014). Complete Rules for Entry included in this document, and posted online with entry form.

Entry Fees:
3x3 Table Top = **$325**
3x6 Table Top = **$400**
Free-Standing Floor Space, size varies = **$400**

NPP/ACA Entry Deadline for showcase in Show Guide: January 5, 2015

NPP Entry is required to be a contestant for Attendees Choice Awards

ATTENDEES CHOICE AWARDS

Each product displayed in the New Product Pavilion will be an eligible entry for the **2015 Attendees Choice Awards**. Attendees will vote for their choice of most-marketable new product in each of the following categories:

- Hearth
- Outdoor Living

Who will be the Next?

Winners revealed at HPBExpo.

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FOLLOW HPBEXPO

Hearth, Patio & Barbecue Association
1901 North Moore Street, Suite 600
Arlington, Virginia 22209
Tel: 703.522.0086 | Fax: 703.522.0548

Rules for Entry – New Product Pavilion & Attendees Choice Awards
HPBExpo 2015 – March 5-7

A. Product Submissions
1. Each unit in a product line is considered a separate entry. Limit (5) entries per company, unless additional products are submitted as Vesta Award entries.

B. Eligibility
1. Entries are limited to those firms exhibiting at the HPBExpo 2015.
2. To qualify as a new product, the submitted entry must have been introduced to the marketplace after the HPBExpo 2014, March 6-8, 2014. The product must also be displayed in the Exhibitor's 2015 booth. Prototypes and mockups are not acceptable and will not be displayed in the New Product Pavilion. A Poster Display of the product may be displayed in the New Product Pavilion in place of actual product (see E.1.). Exhibitors are responsible for supplying Poster Display, onsite at the convention center.

C. Attendees Choice Awards
1. Each product displayed in the New Product Pavilion will be an eligible entry for the HPBExpo 2015 Attendees Choice Awards. Attendees will vote for their choice for most-marketable new product in both Hearth and Outdoor Living product categories. Winners will be announced at HPBExpo on Friday, March 6.

D. Limitations
1. Any literature displayed with the product must remain within the allotted space for the product (see G.1.).
2. Product display does not require exhibitor staffing.

E. Entry Dimensions
1. The dimensions of each entry set forth on the New Product Pavilion Entry Agreement shall be as the entry will be positioned for display.
2. For 3x3 table-top entries, the product and display materials must fit within a 3' D x 3' W space and cannot be over 40 lbs; a Poster Display not larger than 16" x 20" may be substituted for the actual product for a table-top display. The price for 3x3 table-top entries will be $325.
3. For 3x6 table-top entries, the product and display materials must fit within a 3' D x 3' W space and cannot be over 80 lbs. The price for 3x6 table-top entries will be $400.
4. For product entries larger than 3' L x 6' W or over 80 lbs., the product will be considered free- standing. Exhibitors may choose to supply display table or structure for free-standing entries. The price for free-standing entries will be $400.

F. Entry Agreement
1. Participants in the New Product Pavilion must complete the online New Product Pavilion Entry Agreement. Participants will be invoiced and must pay fees in full prior to acceptance of product.
2. Receipt of accepted Agreements and payment will be acknowledged by HPBA by email. If you do not receive acknowledgement, please contact us. Unacknowledged products cannot be shown in the pavilion.

G. Fees and Entry Deadline
1. Registration fee is $325 per 3x3 table-top entry; $400 per 3x6 table-top entry; $400 per free-standing entry, fees are nonrefundable.
2. Fees are due upon receipt of invoice.
3. Checks should be made payable to HPBExpo. Credit card payments will also be accepted; authorization forms available upon request.
4. Entries must be received no later than January 5, 2015 to be listed in the New Product Pavilion section of the printed HPBExpo 2015 Show Guide. Later submissions may be accepted according to space availability but will not be showcased in the printed HPBExpo 2015 Show Guide.

H. Product Delivery
1. Entry(ies) may be shipped with the Exhibitor's Expo shipment, or separately to the convention center. 2. Exhibitors may deliver their product to the pavilion during set-up hours beginning at 1:00pm Tuesday, March 3, 2015. Please have entry display completed in the pavilion by 1:00 Wednesday, March 4, 2015. Products are not to be delivered to the pavilion on show days.

I. Product Display
1. Entries will be displayed in locations determined at HPBA's sole discretion. Exhibitors may not choose alternate locations.
2. Show management will provide signage including exhibitor's name and booth number, product entry name and description.
2. Pavilion products are to be displayed in a non-operational state – utility connections are not typically available. Battery-operation may be permitted upon show management approval.
3. Live burning is NOT allowed in the Pavilion.
4. HPBA will provide signage listing the company name and booth number, the product name, and the product description submitted by the exhibitor in the online entry.

J. Printed Show Guide and Online Showcase Guidelines
1. PRODUCT IMAGE AND PRODUCT DESCRIPTION DEADLINE IS DUE JANUARY 5, 2015. Product image and product description are to be uploaded online at the time of product entry. Product shot must be submitted in PC or MAC platform in .jpg .tiff or .eps format. All art should be created at 300 dpi or better.
2. Product descriptions are limited to 300 characters and are to be submitted by the exhibitor at the time of online product entry.

K. Security
1. Although security will be employed in the New Product Pavilion during the show, HPBA Show Management does not assume any responsibility for losses by Exhibitors from theft, damage, etc. Exhibitors should purchase adequate insurance for their entries.
2. Photography is not permitted in the pavilion, unless express permission is granted by the owner of the product to be photographed.
3. Security will be instructed to allow a reasonable amount of touching, feeling, and/or holding of the product. Please notify HPBA if touching of your product shall not be permitted.

L. On-Site Checkout of Entries
1. Exhibitors must have the following forms of identification to pick up products: (1) 2015 Exhibitor Badge (2) Business Card.
2. Entries are to be picked up on Saturday, March 7, between 3:00 pm and 5:00 pm. Early pick-up will not be permitted. Exhibitors may also pick up their entries on Sunday before 1:00pm.
3. Exhibitors expressly agree that HPBA Show Management takes no responsibility for products or photographs not claimed by 1:00 pm Sunday, March 8, 2015.

M. Indemnification
1. Exhibitor shall indemnify, defend (with legal counsel satisfactory to HPBA), and hold HPBA and the Exhibit Facility harmless from any claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys' fees and expenses which result from or arise out of or in connection with: (a) Exhibitor's participation in or presence at the New Product Pavilion, (b) a breach by Exhibitor of any agreements, covenants, promises or other obligations under this Agreement; (c) any matter for which Exhibitor is otherwise responsible under the terms of this Agreement; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Exhibitor; (f) harm or injury (including death) to Exhibitor or Exhibit Attendees; and (g) loss of or damage to property or the business or profits of Exhibitor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

N. Exhibitor Agreement
1. Exhibitor agrees that the terms and conditions of the Application & Contract for Exhibit Space applicable to Exhibitor's 2015 HPBExpo exhibit booth(s), including without limitation the insurance requirements set forth therein, shall also be applicable to Exhibitor's entry(ies) and participation in the New Product Pavilion.
2. HPBA solicits and anticipates the cooperation of all participating Exhibitors in abiding by the rules established for the New Product Pavilion & Attendees Choice Awards. These rules are for the protection of the Exhibitors' products and are designed to result in the display the products in the most professional, business-like setting.
3. Space is limited and eligible products will be accepted on a first-come, first-served basis.

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EXHIBITOR BADGE REGISTRATION

Go to http://www.hpbexpo.com and click on:

REGISTER NOW

Exhibitors must enter a six-digit Member ID / Company ID to access the registration Dashboard.

- All exhibit booth personnel must register for an expo badge in order to enter indoor/outdoor exhibits and attend education. Education options are available for selection through the online process.
- The booth reservation process does not register individuals for badges.
- Exhibitor badge allotment can be used only for that exhibitor's employees and family – customers need to register as an attendee under their company name.

EXPO BADGES	BEFORE MARCH 2	AFTER MARCH 2
Member COMP allotment badges	Free	Free
Additional badges over COMP allotment	$50 each	$75 each
Non-Member Badge	$75 each	$75 each

**Member and Non-Member Exhibitors receive 2 COMP badges for every 100 sq. ft. of booth space purchased. Member Exhibitors receive an additional number of COMP badges based on their level of membership.*

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EXHIBITOR HOUSING RESERVATIONS

Go to http://www.hpbexpo.com and click on:

REGISTER NOW

- We've negotiated travel discounts and secured a limited number of reduced-rate hotel rooms to make your trip to Nashville affordable. Through the travel experts at onPeak, rooms at the group rate are limited and available on a first come, first-served basis. **Book early for best selection and price »**

Best Rate Pledge
We comparison shop to ensure our rates remain the lowest.

Pay Delay
Ease your commitment — book now, pay later.

No Fees
Escape from booking, change and cancellation fees.

Support The Show
Commissions normally paid to travel sites go to the association, lowering overall costs.

Flexibility
Plans change. Housing lets you make adjustments without penalty.

Need Help?
View our Frequently Asked Questions for more information about housing. To contact onPeak by email, submit our online form; or call us toll-free at (800) 388-8819 or domestic at (312) 527-7300.

Beware of Unauthorized Hotel Solicitations
Note that onPeak is the only official housing company associated with our event. While other hotel resellers may contact you offering housing for your trip, they are not endorsed by or affiliated with the show. Beware that entering into financial agreements with non-endorsed companies can have costly consequences.

Official Housing Partner ONPEAK

EXHIBITOR HOUSING BONUS:

Exhibitors that reserve housing through onPeak will receive 5 additional Priority Points for 2016 booth selection. Receive another 10 Priority Points for 2016 if 50 or more room nights are booked*.

**Reservations must be made prior to January 5, 2015 for priority point bonus.*

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Indoor Burn Area Appliance Specs

Exhibitors requesting to burn appliances on the INDOOR show floor must submit this form as soon as possible. Please be as accurate as possible, so that we may adequately serve you. **It is very important that this form be completed and returned to HPBA by December 31, 2014.** Updates may be submitted after this deadline, if needed.

Company Name:_____

Contact Name:_____

Phone:_____**Fax**:_____

E-mail Address:_____ **Indoor Booth #:** _____

Indoor Booth Size: _____**x**_____ **OR** _____ **Square Feet**_____

❑ **INDOOR NATURAL GAS:** In addition to this form, please complete and submite a Natural Gas Service Order form to the Music City Center.

Total # of Appliances to Burn Natural Gas*:_____
Total BTUs required to fuel **all** appliances listed:_____ BTUs/H
Maximum number allowed = 1 connection per 400 square feet of contracted booth space. Connection must be direct to each appliance. MCC will not connect more appliances than allowed per booth.

APPLIANCE(S) (only those approved for indoor use)	BTUs/HOUR	Vent Type (B-Vent, Direct-Vent, Vent-Free)
1		
2		
3		
4		
5		

(for more than 5 appliances, please include separate list)

❑ **INDOOR ALCOHOL FUEL:** Total # of Appliances to be operated:_____

APPLIANCE(S) (only those approved for indoor use)	FUEL BEING USED

❑ **OTHER:** Other fuels are not permitted indoors. HPBA does not allow propane tanks of any size OR any type of cooking inside the convention center.

See online Exhibitor Service Manual for complete Indoor Burning Requirements to ensure your booth and appliances meet expectations.

Please send or fax this completed preliminary form no later than **December 31, 2014** to:
Hearth, Patio & Barbecue Association Attn: Exhibits 1901 North Moore Street, Suite 600 Arlington, VA 22209
FAX: (703) 522-0548 **EMAIL: amyjackson@hpba.org**

(outdoor form on back-->)

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Outdoor Burn Area Appliance Specs & Fuel Order

All OUTDOOR BURN AREA exhibitors must submit this form as soon as possible. Please be as accurate as possible, so that we may adequately serve you. **It is very important that this form be completed and returned to HPBA by December 31, 2014.** Updates may be submitted after this deadline, if needed.

Company Name:_____

Contact Name:_____

Phone:_____**Fax**:_____

E-mail Address:_____ **Outdoor Booth #:** _____

Outdoor Booth Size: _____**x**_____ **OR** _____ **Square Feet**

❑ **PROPANE TANKS^**:

Total Number of LP Appliances: _____ Tank Size Requested:_____lb. HPBA supplying tanks? (Circle One): Yes^ No

APPLIANCE(S)	BTUs/HOUR	APPLIANCE	BTUs/HOUR
1		7	
2		8	
3		9	
4		10	
5		11	
6		12	

(for more than 12 appliances, please include separate list)

❑ **PELLETS^:**
Number of Appliances:_____ Total number of bags needed daily (40 pound bags): _____

❑ **CORD WOOD^:**
Number of Appliances:_____ Quantity needed daily:_____logs Size Requested:_____

❑ **CHARCOAL^:**
Number of Appliances:_____ Quantity needed daily:_____

❑ **OTHER~** fuels being burned: _____

❑ **COOKING? ___Yes ___No**
If yes,
describe:_____

_____

_____

See online Exhibitor Service Manual for complete Outdoor Burning Requirements to ensure your booth and appliances meet expectations.

^ Propane, pellets, cord wood, and charcoal are delivered to your booth and changed out FREE OF CHARGE by HPBA if ordered in advance via this form. We cannot guarantee availability of a specific type or brand of pellet, charcoal or cord wood. If you require a specific type, manufacturer or brand, we suggest shipping your own supply.
~Other fuels must be supplied by the exhibitor; however, this form should still be completed and returned for approval to burn.

Please send or fax this completed preliminary form **as soon as possible** to:
Hearth, Patio & Barbecue Association Attn: Exhibits 1901 North Moore Street, Suite 600 Arlington, VA 22209
FAX: (703) 522-0548 **EMAIL: amyjackson@hpba.org**

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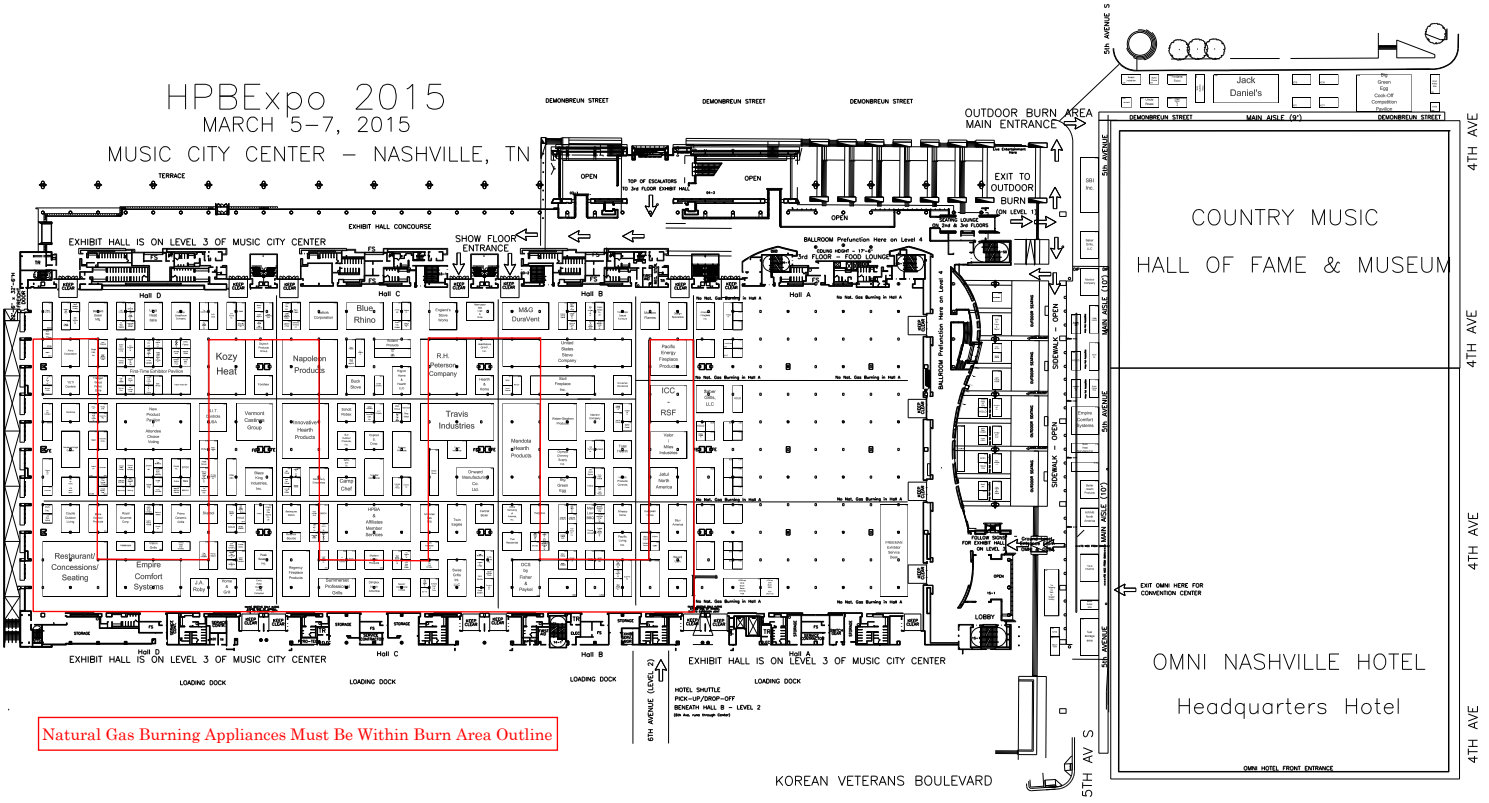
Floor Plan as of 12/10/14



Natural Gas Burning Appliances Must Be Within Burn Area Outline